

Amendments to the Specification

1) Please amend the Abstract to read:

5 A method for marketing over a network of interconnected
computing/communicating devices ~~is disclosed~~ which may comprise the steps of:
providing a web-site that is identified as specific to a market sector; supplying on the
web-site information specific to ~~a plurality of first level topics~~ related to the market
sector and providing pointers to related topics. ; providing within the information
10 specific to a particular first level topic related to the market sector, at least one
pointer to a more specific second level topic referenced in the information specific to
the first level topic; responsive to activation of the pointer, providing further
information specific to the more specific second level topic; providing access to E-
commerce access to transaction processing with ~~at least one providers~~ of goods
15 and/or services referenced in the more specific second levels; multiple levels of
related topics may be provided as well. topic. The method may further comprise the
steps of: providing within the information specific to the second level topic at least
one pointer to a more specific third level topic referenced in the information specific
to the second level topic; responsive to the activation of the pointer contained within
20 the information relating to the second level topic, providing further information
specific to the more specific third level topic; providing E-commerce access to
transaction processing with at least one provider of goods and/or services referenced
in the more specific third level topic. The method may further comprise the steps of:
providing within the information specific to an nth level topic at least one pointer to
25 a more specific n+1th level topic referenced in the information specific to the nth
level topic and; responsive to the activation of the pointer contained within the
information relating to the nth level topic, providing information and/or E-commerce
transaction processing relating to the n+1th level topic.; providing E-commerce
access to transaction processing with at least one provider of goods and/or services
30 referenced in the more specific n+1th level topic. The network may be the World
Wide Web. The identification of the web-site may include a superbrand designation,
which may include a market category designator and a superbrand moniker, e.g. as a
suffix and ,e.g., the suffix "pedia.".

35 2) Please add the following paragraph, after the BRIEF DESCRIPTION OF
THE DRAWINGS

40 The patent or application file contains at least one drawing executed in color.
Copies of this patent or patent application publication with color drawing(s) will be
provided by the Office upon request and payment of the necessary fee.